

2011 ANNUAL CLIENT REPORT

Commitment to customer success

iModules is dedicated to providing powerful technology and superior customer service to help our clients reach their goals and gain greater results. We consistently work with our clients to measure their progress and deliver new strategies and solutions for growth and success. We provide our clients with a daily administrative dashboard view of their individual website activity compared with peer institutions and their individual key site statistics including email marketing, events, online giving, and member engagement compared against past years. Annually, iModules compiles reporting on its more than 600 clients to measure overall success and organizational benefit metrics.

Key Findings

- In 2011, our clients made a combined total of more than 67 million connections with nearly 50 million people.
- Our clients processed more than \$75 million in fundraising in 2011, with small to mid-size client databases accounting for 36% and mid-size to large databases accounting for 64%.
- Combined, our clients amassed more than 717,000 event registrations totaling more than \$19 million in event purchases through the Encompass system in 2011.

Connections

One way we measure client success is through connections. A connection is simply an interaction or touch point with a person through the organization's website. Each time a constituent logs in, posts a note or photo, gives to a campaign, registers for an event, or opens or clicks a link in an email, a "connection" is made. These connections are added together to measure total engagement.

- In 2011, iModules clients sent more than 110,000 email marketing campaigns to nearly 325 million recipients through the Encompass tools. On average, our clients experienced an 18% open rate. Organizations with fewer database records experienced slightly higher email open rates than organizations with a larger number of database records; clients with databases of less than 75,000 records saw an email open average of 23%, while clients with databases of more than 75,000 records saw an email open average of 17%.
- When comparing iModules clients who sent at least one email per month through the Encompass system with those who did not, findings indicate that clients emailing their constituents monthly:
 - ◆ Experience 11x more engagement (connections)
 - ◆ Acquire 5x more donations made, equaling 4x more fundraising dollars
 - ◆ Collect 6x more event registrations and 5x event purchases



Key Findings by database size

Records		Connections	Donations	Event Regs	Email Opens
Less than 15,000	Total	3,106,088	\$ 7,135,930	46,428	2,207,417
	Average	9,029	\$ 20,743	135	27%
15,000 – 29,999	Total	4,025,617	\$ 8,108,374	56,717	3,189,229
	Average	31,949	\$ 64,352	450	21%
30,000 – 74,999	Total	9,972,569	\$ 12,301,369	168,199	7,790,424
	Average	66,929	\$ 82,559	1,129	20%
75,000 – 149,999	Total	10,753,962	\$ 13,262,589	131,592	8,982,653
	Average	139,661	\$ 172,241	1,709	17%
150,000+	Total	39,177,937	\$ 34,828,944	314,316	34,364,127
	Average	466,404	\$ 414,630	3,742	17%

This report is based on the aggregation of 2011 iModules client data.